



Steering the Monroe County Communication Voyage

Coconut Communicators

*Not knowing the difference between opinion
and fact makes it difficult to make good
decisions*

Marilyn Vos Savant



First Buoy Agenda Communication Voyage

- | | |
|---------------------------|---------------|
| ■ Welcome | 9:00 – 9:15 |
| ■ Team review | 9:15 – 9:30 |
| ■ Mission Vision Exercise | 9:30 – 10:30 |
| ■ Break | 10:30 – 10:45 |
| ■ Review Findings (Lunch) | 10:45 – 12:30 |
| ■ Next Steps | 12:30 – 12:50 |
| ■ Closing | 12:50 – 1:00 |



Coconut Communicators

- *Jovial Jeff, Team Facilitator*
- *Rockin Rob, Team Facilitator*
- *Absolutely Anna*
- *Jocular Jonathan*
- *Victorious Vic*
- *Musical Michele*
- *Jazzy Julianne*
- *Teaching Tanya*
- *Busy Beth*
- *Jogging Joe*
- *Industrious Irene*



Team Dynamics

A team is a small number of people with complementary skills, who are committed to a common purpose, a shared performance result, and an agreed way of working for which they hold themselves mutually accountable.





Coconut Communicators Team Rules

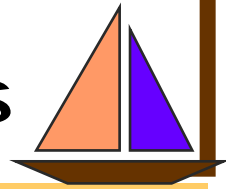
- Commitment
- Free communications
- Focus on Tasks
- Involvement
- Validate Understanding of Requirements
- Honesty
- Celebrate Success
- Respectful/Courteous
- Active Listening
- Timely Responses
- Open mindedness
- Creativity
- Humor
- Accountable



Cornerstones of Leadership

Stewarding Direction

Utopia in the Florida Keys



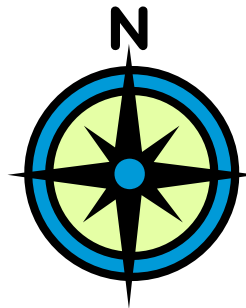
Full Sails Provides Propulsion

Working and learning together to maintain the diverse community by preserving the natural resources and habitat that makes us a unique and preferred place to live and visit!



VISION

What will we become in the future?



VALUES

Proper Sail Trimming Provides Behavioral Direction

What do we believe in?

Mission

Why do we exist? What's the purpose?

The mission of Monroe County is to provide outstanding public service responsive to the needs of our citizens, our unique community, and our environment.

Solid Hull provides the Foundation



Our Values

We believe in the highest of ethical behavior as we sail the Seven "c"s

- **Competence = knowledge.** We encourage a competent workforce through continuing education and training. Knowledge adds value to the services we provide and increases employee and citizen satisfaction.
- **Creative = new ideas.** We are open to new ideas. We believe in taking fresh approaches to overcome challenges while striving to add value to the services we provide to our community.
- **Committed = career as a calling to public service.** We believe that service to government is the highest career calling. A professional attitude imposes a pledge of excellent performance with a commitment to the organization.
- **Concern = fiscal responsibility.** We believe fiscal responsibility demonstrates our respect for the citizens whose taxes support our organization. Fiscal responsibility recognizes that most problems cannot be solved by money alone; however, take seriously our task to safeguard the public trust.
- **Care = positive and supportive work environment.** We provide a positive work environment for our employees by recognizing their needs and allowing a balance with their professional and personal lives. We treat everyone with respect. We are compassionate and responsive to the needs of all citizens.
- **Communication = exchange of ideas.** We believe that two way communication amongst our organization, our employees, and our citizens is essential. We encourage feedback and the sharing of ideas. By working together, we can share information and improve our services through open government.
- **Continuity = fairness, equality and sustainability.** We believe in fairness and equality and place emphasis on truth and honesty in all of our actions. Through the use of strategic planning we ensure the continuity and sustainability of County services and programs.



Values Exercise

- Each person pick a value and describe how our personal actions at work support the value
- Describe how we could measure others commitment to the value



Value Exercise

■ “Our personal action and How we can measure others commitment”

■ **Competence**—Self education, encourage others, tracking education experience. Educational reimbursement. License holders get reimbursed on required courses

■ **Creative** – looks for new ways to present info, get message across, researches for information on new ways. Pass along new ideas— Surveys -- Continuously looking for better ways

■ **Committed** – Show up on time, perform self improvement. Other employees’ perception. Highest calling is less selfish

■ **Concern** – Follows purchasing policies for fiscal constraint. Trying new procedures and technology for better, more reasonable costs. Changing the way you do your job.

■ **Care** – Communicating with co-workers, bosses and public. Interesting assignments to subordinates and engage assistants in plans and to explore creativity.

■ **Communication** – Monthly staff meeting in Personnel, relating bigger issues downward, Face to face meeting with public. Primarily her job. Ensures the department runs smoothly

■ **Continuity** – The public scrutinizes all communication. All online and open to the public Can watch all transactions Must tell public no

■ **Communication II** – Communication is a must, must be open minded. Must use diplomacy with respect. Must be clear in statements, open door policy. Take constructive criticism. Maybe new ideas could make work better. Must be a good listener.

■ **Creative II** - Must be creative in job. Second time to redesign website Must be stressed to employees to solve problems efficiently.



Break Time

Enjoy Your Break!

We'll see you back in 15 minutes.



Define

Opportunity Statement

Opportunity

In support of the Sterling assessment results and the County Administrator's Direction, the Monroe County efforts to communicate the overall direction have not achieved the goal of an informed aligned workforce.

Linkage

1. Seven C's Value: Communication
2. The Sterling criteria requires Senior Leaders to deploy key messages such as mission vision and values while promoting frank two way communication .

Outcome

Mission, Vision and Values will be fully integrated to support a high performance culture.

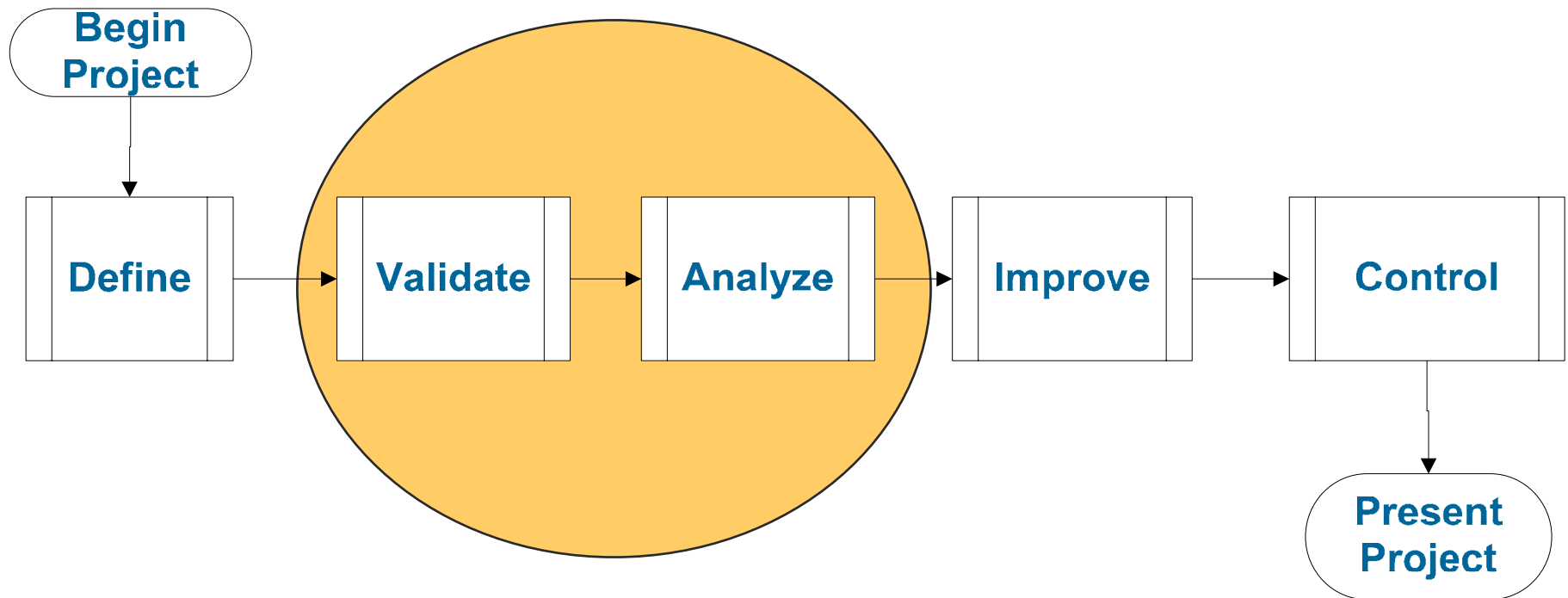
A systematic process which can be measured and continuously improved to facilitate strategic communication.


Full deployment and understanding of the critical messages that support high performance work.

Alignment of all divisions working toward the same future.



High Level Process Flow





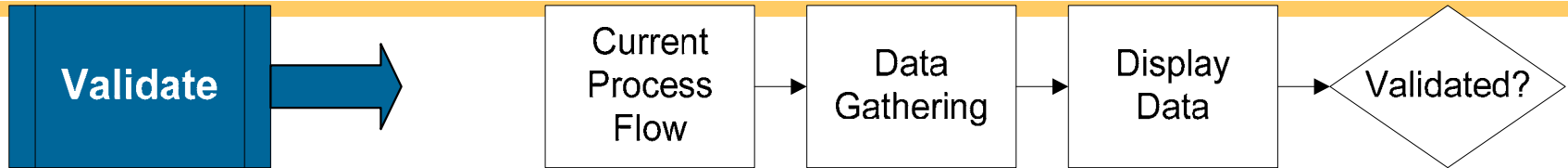
[Step 2: Validate the Opportunity How Do We Know it is a Problem?]

The purpose of the Validate Step

- To have a clear understanding of the opportunity the project is going to address
 - Make sure the present condition is known before attempting to identify improvements
 - Identify the critical measures that will be the baseline for improvement
 - Use **valid data** to obtain an accurate assessment of the opportunity



Validate



- Deliverables:
- The current process flow
- Graphs and Charts supporting the problem statement
- Modified problem statement – if needed.



Division Assignments

- Administration - Jonathan
- Budget and Finance – Beth
- Community Services – Anna
- Emergency Services - Irene
- Employee Services – Tanya
- Engineering – Vicki
- Growth Management – Julianne
- Housing and Community Development – Michelle
- Public Works – Joe



Generated Open ended responses from an interview survey or focus group

What did we find out?



- **Exercise:** Work together to separate our responses into like categories. Title the category and list the issues under each category as your team feels is appropriate to capture the essence of the responses.
- This process is called an *Affinity Diagram*



AN AFFINITY DIAGRAM IS USED FOR:

- Adding structure to a large complicated issue
- Breaking down a complicated issue into broad categories
- Gaining agreement on an issue or situation





What did we find

- Newsletter
 - WWW
 - Record
 - Hard copy
 - What to change
 - More often
 - More relevant
 - Not as e-mail attachment
 - Format
 - Talk about future happenings
- Generally:
 - Distributed thru e-mail
 - Some print and post on bulletin boards
 - Quarterly – 3-5 pages
 - Contains changes to policies and procedures



What did we find

- Website
- WWW
 - Public info
 - Always current
 - Accessible 24/7
 - Useful links
 - Good forms available
- What would you change?
 - Intranet would be more functional
 - More employee related data
 - Searchable
 - Not everybody has a computer
 - Furnish everyone with e-mail address
 - Add access points - Kiosks
- Generally
 - No intranet utilization
 - Should be searchable
 - Primarily public



What did we find

- TV Channel 76
 - Public watches
 - Watch Commission meeting
 - WWW
 - Emergency info
 - What would change
 - More possible uses
 - Accessible to employees
 - Only on cable
 - Nextel
 - Widely used
 - No broadcast phone system
- E-mail
 - Everyone uses a lot
 - Not everybody checks frequently
 - High volume is problem
 - Recorded and dated
 - No Blackberry deployment
- WWW
 - Easy and fast and convenient
- What would change?
 - Accessible – every has account
 - Rules on uses (example:all users)
 - Protocols and rules



What did we find

- Meetings
- www
 - Face to face
 - Time for discussions
 - Get/give feedback
 - Team environment
 - Ask questions - 2 way
 - Timing all at once
- What should change
 - Appropriate frequency and timing
 - Location should vary
 - Agenda – appropriate meeting protocol
 - Post minutes communications
- Generally
 - Lack of staff meetings - some places
 - Functional in nature
 - Many are ineffective – lack of agenda-poor meeting management
 - Not priority
 -



Validate

Next Steps

- Jeff & Rob:
 - Finalize meeting findings
 - www.floridasterling.com
 - www.Baldrige.nist.gov
- Team members: will
 - *Do some research to add to current brainstorm*
 - *Begin to establish process descriptions of new approaches -2 examples of deployment*



Next Meeting –

- Can someone confirm the meeting room?
 - Marathon July 18th 9:30-1:30
 - Let's Prepare our Agenda:
 1. Go over findings
 2. Establish process description
 3. Flow chart process
 4. Discuss deployment
 - 5.
- Confirm our Agenda - Thumbs Up!!



What Have We Learned Today about the Your Communication process?

■ Meeting Message

The purpose of this is to clarify what you feel about the meeting:

There are many approaches to communicate we need to be creative to be successful.



Continuous Improvement

What did we do well and what could we add to improve your knowledge.

+ WWW

- + Time management
- + Start time
- + Location
- + attendance
- + Everybody did their homework
- + Room good
- + Every body shared well

△ OFI

- △ Facilities
- △ Didn't use talking stick
- △ But went well
- △ Not enough time for data
- △ Food